

Informatica Data Warehouse Advisor

Monitor Data Usage for Better Data Warehouse Management

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“Informatica Data Warehouse Advisor helps us ensure that our business community is maximizing the utilization of our data warehouse while controlling our delivery costs. By integrating with Informatica PowerCenter, it provides IT managers with tremendous insight to assess the service levels of business-critical data loads.”

Better Manage the Cost and Complexity of Data Warehouses

Informatica® Data Warehouse Advisor monitors how business units and departments use data so that IT organizations can better manage data warehouse and data integration processes, better justify costs, and better prioritize resources.

Informatica Data Warehouse Advisor monitors business user activity from business intelligence (BI) tools, such as OBIEE, Business Objects, and Cognos. It tracks who accesses which reports, and which data in the data warehouse is accessed by those reports. The software also monitors data usage, such as which tables, columns, and records in the data warehouse are used most often and who accesses and uses which data, including sensitive data.

Informatica Data Warehouse Advisor measures data warehouse query performance. It determines which queries are issued to identify, for example, the indexes that need to be created on the tables to improve query performance.

The software also provides a report to track Informatica PowerCenter® workflow performance. It correlates PowerCenter workflow and data warehouse workloads so that PowerCenter workflows can be scheduled to run during lower data warehouse workloads, thus improving workflow performance. With better visibility into operations against the data warehouse, IT can troubleshoot PowerCenter workflow errors faster and easier.

By monitoring who uses data and how they use it, IT organizations can:

- Identify inactive data that can be archived to reduce costs
- Find unused data and remove it from data warehouse loads and from the schema completely to reduce load times
- Optimize the schema design and improve the performance of the data warehouse
- Improve the data warehouse architecture to better serve the priorities of who accesses data and how it's used
- Identify sensitive data that should be protected

BENEFITS

- Control data management costs with greater visibility into user activity, data usage, and the performance of data warehouse and data integration processes
- Increase IT's operational efficiency by providing IT with the information and automation needed to optimize data warehouse infrastructure
- Ensure the trusted usage of sensitive data by automatically tracking and auditing how, how often, and by whom sensitive data is used

Key Features

Automated Business Activity Monitoring

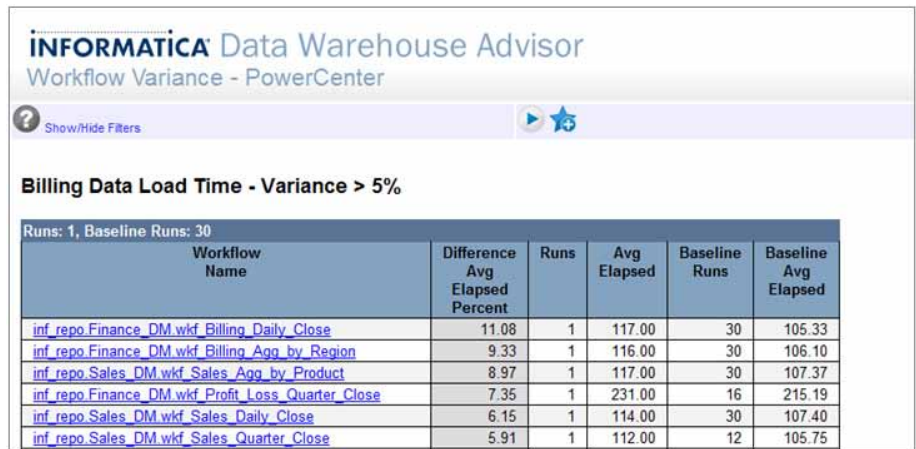
Informatica Data Warehouse Advisor maps BI applications and data warehouse usage to business units and departments so that IT organizations can see how and by whom data is used. The software tracks and assesses data utilization based on query volume, as well as frequency and currency of access. IT organizations can then assess how often the business uses specific subject matter, such as billing data.

With Informatica Data Warehouse Advisor, IT organizations can identify how the business uses data and how this usage impacts data warehouse performance to evaluate costs and prioritize projects based on factual business usage metrics.

PowerCenter Performance Reporting

Informatica Data Warehouse Advisor reports on both data warehousing and data integration processes to improve database performance. IT organizations use the software to identify unused data to streamline data loads and reduce batch load times.

The software reports on multiple PowerCenter servers and repositories via a single console. It correlates PowerCenter workflows with data warehouse workloads. Workflows and sessions can be grouped based on business value to prioritize critical data integration processes. IT organizations can set thresholds on performance metrics to detect variances in workflows and get notifications when problems and exceptions arise.



The screenshot displays the Informatica Data Warehouse Advisor interface. At the top, it says "INFORMATICA Data Warehouse Advisor" and "Workflow Variance - PowerCenter". Below this, there is a "Show/Hide Filters" button and a play button. The main heading is "Billing Data Load Time - Variance > 5%". Below the heading, it indicates "Runs: 1, Baseline Runs: 30". A table follows with the following data:

Workflow Name	Difference Avg Elapsed Percent	Runs	Avg Elapsed	Baseline Runs	Baseline Avg Elapsed
inf_repo.Finance_DM.wkf_Billing_Daily_Close	11.08	1	117.00	30	105.33
inf_repo.Finance_DM.wkf_Billing_Agg_by_Region	9.33	1	116.00	30	106.10
inf_repo.Sales_DM.wkf_Sales_Agg_by_Product	8.97	1	117.00	30	107.37
inf_repo.Finance_DM.wkf_Profit_Loss_Quarter_Close	7.35	1	231.00	16	215.19
inf_repo.Sales_DM.wkf_Sales_Daily_Close	6.15	1	114.00	30	107.40
inf_repo.Sales_DM.wkf_Sales_Quarter_Close	5.91	1	112.00	12	105.75

Informatica Data Warehouse Advisor provides complete visibility into both data warehouse and data integration processes to enable IT teams to troubleshoot both processes easily and improve their performance.

Key Features (continued)

Data Warehouse Monitoring

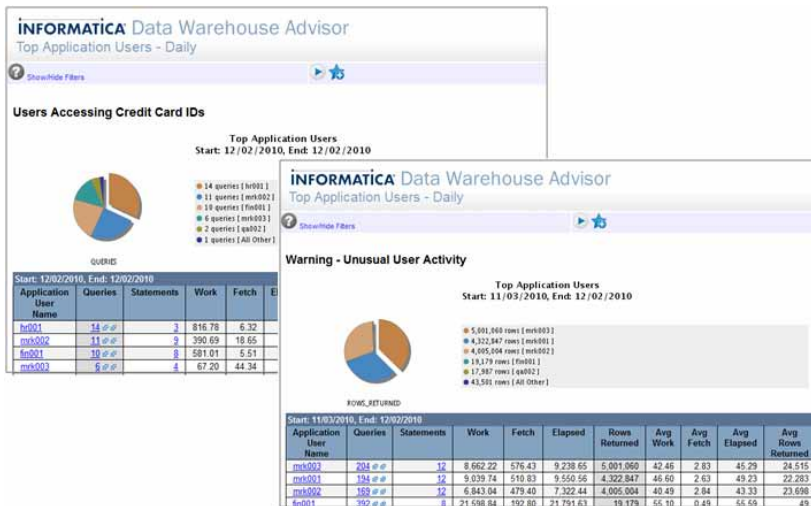
Informatica Data Warehouse Advisor discovers the most frequently used data and tracks how usage impacts the performance of the data warehouse. IT organizations can identify data that's infrequently or never used to keep it from clogging up the data warehouse and slowing it down. The software assesses column usage and database performance characteristics so that IT organizations can implement optimal database indexing strategies. It enables IT to optimize the best times to run PowerCenter processes based on data warehouse loads.

BI User Activity and Query Performance Monitoring

Informatica Data Warehouse Advisor identifies BI application users and their ad hoc queries that drain data warehouse performance. The software correlates BI application users' activity with data warehouse performance metrics. IT organizations can set thresholds on performance metrics and be notified when exceptions occur. receive notifications to detect exceptions.

Sensitive Data Usage Tracking and Auditing

Informatica Data Warehouse Advisor identifies the users and applications that access sensitive database tables and columns. IT organizations can analyze the context of user access to sensitive data based on the specific query and time. They can also set thresholds on permissible user activity and be notified when exceptions occur.



Informatica Data Warehouse Advisor enables IT organizations to identify the users and applications that access sensitive database tables and columns and to set thresholds on permissible user activity to ensure trusted usage of data.

Enterprise-Level Monitoring

Informatica Data Warehouse Advisor monitors the data warehouse without consuming extensive production database resources. This low-impact, unintrusive monitoring is completely transparent to business-critical production queries. It does not require any resource-intensive application or database logs or main memory snapshots.

Ready for enterprise deployment, the software supports leading data warehouse platforms, including Oracle, IBM DB2, SQL Server, and Teradata. It scales easily to monitor multiple data marts and data warehouses.

Key Benefits

Control Data Management Costs

Your IT organization spends millions of dollars annually on supporting BI applications and data warehousing and data integration processes. But you have very little information on how business units and departments are utilizing data. Your IT team needs real metrics on business usage to justify and control data management costs and prioritize resources.

Informatica Data Warehouse Advisor provides your IT team with visibility into user activity, data usage, and the performance of data warehouse and data integration processes to support growth while controlling costs. Armed with information about how, how often, and by whom data is used, your IT organization can identify underutilized and underperforming assets to increase cost efficiency.

Increase IT Operational Efficiency

As data warehouse volumes grow, your IT organization has to work harder to maintain optimal BI and data warehouse performance. And as the numbers of data warehouse users grow, your team must respond quickly to more new business requests. To do more with less, your team needs better visibility into how data is used (or not used), who's using it, and how usage impacts data warehouse performance.

Informatica Data Warehouse Advisor helps your IT organization operate more efficiently. It delivers end-to-end visibility into PowerCenter data loads, data warehouse performance, and BI application activity so that performance bottlenecks can be diagnosed and resolved quickly. It provides granular insight into data usage so only the most relevant data is retained and optimized. It reduces batch load times and improves performance by eliminating unnecessary data. With Informatica Data Warehouse Advisor, your IT organization can improve data warehouse design, architecture, and tuning based on actual data usage metrics. As a result, your team can respond more efficiently to business requests.

Ensure Trusted Usage of Sensitive Data

As BI becomes more pervasive, there's a greater chance that sensitive corporate information may be exposed to more users. Your IT team must track how and by whom sensitive data is used to meet audit and governance requirements. But creating audit reports manually is cumbersome and time consuming, if not impossible.

Informatica Data Warehouse Advisor automatically tracks and audits how, how often, and by whom sensitive data is used. It ensures its trusted usage. It helps your IT team respond quickly to audit requests and cost-effectively comply with data governance polices.

LEARN MORE

Learn more about the Informatica Data Warehouse Advisor and the entire Informatica Platform. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with trustworthy, actionable, and authoritative data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise, off premise, and in the cloud.



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